

Message Text

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SUBJ: FY-1974 COMMERCIAL OBJECTIVES AND ACTION PROGRAM

REF: STATE 128397

1. CONSIDERING OIM COUNTRY/EVENT PROGRAM INCLUDING PARTICIPATION IN THREE MAJOR INTERNATIONAL POSITIONS AND TWO TRADE MISSIONS ALREADY ESTABLISHED FOR SPAIN FOR FY-74 AVAILABLE RESOURCES ARE LIKEWISE ALREADY COMMITTED IN SUPPORT OF THIS PROGRAM. FOLLOWING LIST OF OBJECTIVES AND ACTIONS THEREFORE SUBSTANTIALLY A REPETITION OF ESTABLISHED PROGRAM.

OBJECTIVE ONE: INCREASE U.S. SHARE OF MARKET FOR COMPUTERS, INSTRUMENTATION AND CONTROL AND RELATED EQUIPMENT.

ACTION ONE: PARTICIPATE IN SIMO/EDP AND OFFICE EQUIPMENT EXHIBITION MADRID, NOVEMBER 1973, DEVELOPING NECESSARY POTENTIAL AGENT/DISTRIBUTOR AND END-USERS CONTACT LISTS.
ACTION TWO: ASSIST IN GENERATING QUALITY VISITS TO EXHIBITION.

ACTION THREE: DEVELOP PROGRAM FOR CHEMICAL INDUSTRY PROCESSING AND CONTROL EQUIPMENT TRADE MISSION.

ACTION FOUR: FOLLOW UP TRADE DEVELOPMENT OPPORTUNITIES GENERATED BY SHOW AND TRADE MISSION.

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OBJECTIVE TWO: STRENGTHEN U.S. POSITION GENERALLY AND INCREASE SHARE OF MARKET FOR ABOARD-SHIP AND ON-SHORE COMMERCIAL FISHING INDUSTRY EQUIPMENT, INCLUDING DECK GEAR, REFRIGERATION AND COMMUNICATIONS EQUIPMENT, ELECTRONIC FISH FINDERS AND RELATED EQUIPMENT.

ACTION ONE: PARTICIPATE IN WORLD FISHING EXHIBITION, VIGO, SEPTEMBER 1973.

ACTION TWO: ASSIST IN GENERATING QUALITY VISITS TO EXHIBITION.

ACTION THREE: FOLLOW UP TRADE DEVELOPMENT OPPORTUNITIES GENERATED BY SHOW.

OBJECTIVE THREE: INCREASE U.S. SHARE OF MARKET FOR FOOD PACKAGING AND RELATED PRINTING EQUIPMENT, MATERIALS HANDLING EQUIPMENT.

ACTION ONE: PARTICIPATE IN GRAPHISPAK, BARCELONA, MAY 1974.

ACTION TWO: DEVELOP PROGRAM FOR PORT AND INDUSTRIAL ZONE EQUIPMENT TRADE MISSION TO VISIT SPAIN MARCH 1974.

ACTION THREE: FOLLOW UP TRADE OPPORTUNITIES DEVELOPED BY SHOW AND TRADE MISSION.

OBJECTIVE FOUR: EFFECTIVELY COUNTER ATTEMPTS OF FRENCH AND OTHER NON-U.S. SUPPLIERS OF EQUIPMENT TO SPANISH MILITARY.

ACTION ONE: IMPROVE DISCOVERY CAPABILITY AND REPORTING THROUGH COMMERCIAL CHANNELS OF INFORMATION ON SPANISH MILITARY PROCUREMENT REQUIREMENTS.

ACTION TWO: FACILITATE, IN COOPERATION WITH JUSMG-MAAG, PRESENTATIONS BY US SUPPLIERS TO SPANISH MILITARY.

ACTION THREE: GENERATE COUNTRY TEAM SUPPORT FOR OFFICE OF EXPORT CONTROL AND MUNITIONS BOARD APPROVAL OF CONTROLLED PRODUCT AND COMPONENT SALES TO SPAIN AND RECOMMEND AS APPROPRIATE REMOVAL OF CONTROLS.

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OBJECTIVE FIVE: ROUTINIZE AND SPEED UP GOS PROCESSING AND APPROVAL U.S. INVESTMENT PROPOSALS AND IMPORT DECLARATIONS FOR LIBERALIZED IMPORTS.

ACTION ONE: DEVELOP CLOSER EMBASSY-MINISTRIES OF COMMERCE AND INDUSTRY RELATIONS TO FACILITATE MORE NORMAL EXCHANGE OF INFORMATION AND ELIMINATION OF OBSTACLES.

ACTION TWO: PROVIDE MORE DETAILED COUNSELING TO POTENTIAL INVESTORS CONCERNING PREPARATION OF PROPOSAL PRIOR TO PRESENTATION.

2. THE EMBASSY IS NOT PREPARED TO INCLUDE AT THIS TIME A SECTION ON RESOURCE ALLOCATION. THE ABOVE SCHEDULE OF ACTIVITIES WAS AT LEAST PARTIALLY ESTABLISHED AND ACCEPTED ON THE ASSUMPTION THAT EXISTING EMBASSY STAFF AND RESOURCES COULD HANDLE IT AND BEFORE IT WAS DETERMINED THAT THE ASSISTANT COMMERCIAL ATTACHE AND JUNIOR COMMERCIAL OFFICER IN THE SECTION WERE BEING TRANSFERRED. IN VIEW OF THE SUBSEQUENT TRANSFER OF THESE TWO OFFICERS, SOME ADDITIONAL RESOURCE REALLOCATION MAY BECOME NECESSARY.

3. THE EMBASSY MUST POINT OUT AS WAS INDICATED IN REFTEL THAT THIS PLAN IS NOT ALL INCLUSIVE AND THAT THERE ARE MANY ADDITIONAL OBJECTIVES UPON WHICH THE EMBASSY WILL BE WORKING DURING FY 1974 SUCH AS NEGOTIATION OF THE DOUBLE TAXATION TREATY, THE REMOVAL OR REDUCTION OF GOS "BUY SPAIN" REQUIREMENTS IN OFFICIAL PROCUREMENTS, DISCRIMINATION AGAINST U.S. SOURCE IMPORTS AS A RESULT OF SPAIN-EEC PREFERENTIAL TRADE AGREEMENT, LIBERALIZATION OF RESTRICTIONS AGAINST U.S. MAJORITY OWNERSHIP SPANISH COMPANIES, TO NAME ONLY A FEW.
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